

Connor Holmes

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<https://holmespmdesigns.com>

Education

Southern New Hampshire University

Manchester, NH

B.A. - Graphic Design

Concentration in User Experience Design

December 2025

Westfield State University

Westfield, MA

B.S - Marketing

May 2022 (Completed)

Asnuntuck Community College

Enfield, CT

A.S. - Accounting

Accounting Assistant Certificate

May 2020 (Completed)

Certifications

Google Certification

Digital Marketing & Ecommerce

Google Certification

UX Design

Google Ads Certification

Skills

- SEO / SEM (On-Page, Technical, Local)
- Paid Media: Google Ads, Meta Ads
- Analytics: GA4, Search Console, Looker
- Web: WordPress, Shopify, WooCommerce
- UX/UI Design: Wireframing, IA, Accessibility
- Adobe: Photoshop, Illustrator, InDesign
- Content Strategy & Copywriting
- Data Reporting & KPI Tracking
- Email Marketing & CRM Tools
- Social Media Marketing (Organic + Paid)

Career Objective

Marketing professional with a B.S. in Marketing and proven experience leading SEO, paid media, and content strategy across diverse industries. Skilled in managing websites, optimizing content, and tracking KPIs to drive measurable growth across search, email, and social channels. Currently pursuing a B.A. in Graphic Design with a UX/UI concentration, blending creativity with analytics to build strategies that connect with audiences in meaningful ways by turning myths into marketing masterpieces.

Experience

Holmes Source Marketing - Founder / Marketing Consultant

Formerly Holmes Photography & Marketing (2022 – 2024)

Enfield CT, Jan 2025 – Present

- Delivered SEO, paid media, and web design services for SMBs across legal, retail, ecommerce, and real estate.
- Built SEO-driven WordPress/Shopify sites, boosting search rankings & conversions.
- Structured and managed Google Ads campaigns, generating measurable ROI and qualified leads.
- Created logos, brand guides, and UX wireframes, improving client consistency & usability.
- Launched ecommerce platforms with optimized IA and GA4 dashboards, accelerating growth tracking.

Transfer Enterprises - SEO Specialist

Manchester CT, Aug 2024 - Jun 2025

- Restructured site navigation, cutting bounce rate -30% and lifting impressions +25%.
- Optimized product pages, boosting ecommerce checkouts +20%.
- Updated 500+ product images and campaign assets, strengthening brand identity.
- Reported KPIs in GA4 & Search Console to guide strategy.

Semi Serious Ads - Marketing & SEO Specialist

Manchester CT, Nov 2024 – Jun 2025

- Built SEO content strategies that grew site traffic triple digits.
- Ran cross-channel campaigns (Google Ads & Meta), driving leads and conversions.
- Delivered GA4 dashboards and reports, shaping client campaign decisions.

H&R Block - Office Manager

Hartford CT, March 2021 – April 2024

- Directed daily operations, scheduling, and client workflow in a high-volume tax office.
- Trained and supervised seasonal staff, ensuring compliance with IRS and corporate standards.
- Managed outreach and retention campaigns, supporting year-over-year client growth.